

Case Study: Advising a Scottish based manufacturing business to realise their global potential





€425M	800	9	100+
Turnover	Employees	Manufacturing Sites	Countries supplied to

Headquartered in Scotland with investment from overseas sources, Emtelle is a British manufacturing success story that is at the cutting edge of manufacturing innovation and excellence.

“We were seeking to partner with an Executive Search Firm that had global capability, but with the service of a local boutique. The team at Livingston James really grasped who we are as a business and have successfully carried out several niche searches in different countries for us across the globe. Their detailed research and friendly approach has enabled us to attract and secure some exceptional talent, bolstering the current team and helping us secure continued growth.”

Hazel Smith – Group People Director

Growth through talent

Emtelle has a strong growth profile with recent revenues at c€425m and projections over the next few years exceeding this by some way. They are known globally as an innovator and outlier in an industry where commoditisation is a reality for most manufacturers.

They were at a pivotal point on their journey having developed world-class, state-of-the-art manufacturing sites across multiple countries, serving more than 100 markets and continuously growing their global footprint.

Emtelle recognised that to capitalise on this opportunity and secure a return on investment, they needed to enhance their people capability across different functions within the group.

Assignments

-  VP Business Development - USA
-  Global Head of Digital Marketing - UK
-  Group Supply Chain Director - UK
-  VP Sales Development - USA
-  New Product & Research - Sweden
-  VP of Manufacturing and Operations - USA
-  Head of Sales - Thailand
-  Product Line Manager - UAE

Realising their potential

Emtelle required an Executive Search Firm to partner on several key strategic hires across different continents.

Livingston James' end-to-end solution enabled Emtelle to attract and appoint these niche hires across the globe.



The Solution

Account Team

Consistent assessment and communication



Livingston James allocated an Emtelle Account Team led by Director, Alistair Shaw, and Head of Research, Kirsty Mclardy, to work closely with the Chief Executive, Group People Director and wider SLT.

EVP

Creating an Emtelle employer value proposition



Livingston James created an Emtelle landing page, highlighting the benefits of joining the team and worked with their Group People Director to redesign role profiles to help tell their story. Placing great emphasis on the nature and quality of our first contact maximised the chance of securing positive engagement.

Desk Based Research

Global market mapping



For each role, Livingston James mapped the market in each relevant country using our experienced Research team. We shared a target list of companies operating in the relevant industries which were discussed and agreed to in collaboration with Emtelle's SLT. This enabled us to adopt a targeted direct search campaign, headhunting appropriate passive candidates. This was supported by a proactive executive networking exercise that generated appropriate referrals.

Targets

Identifying the ideal employee



Livingston James' approaches were centered on matching the values, attitudes, and behaviours Emtelle required with the aspirations and experience candidates were seeking.

Robust Process

Utilising our decision-making framework



Emtelle asked for a data-driven assessment where we presented the rankings of agreed skills and experience. Our visualisation tool allowed them to compare and contrast the shortlisted candidates, complimenting consultant notes and candidate profiles.

Equity, Diversity & Inclusion

An open and transparent approach



At Livingston James, E,D&I is at the heart of everything we do, from executive-level searches and project campaigns to how we operate within our own business. By using our knowledge and working with Emtelle's team we have achieved strong diversity across their strategic key hires.

Outcomes

- ✓ Quality senior hires across different countries
- ✓ Access to passive candidates, networks and databases
- ✓ Backlog of open roles cleared
- ✓ Access to FTTX market information
- ✓ Enriched Brand through EVP strategy
- ✓ Quality conversations in market about the opportunities at Entelle and their story, helping to nurture future talent
- ✓ Quality Candidate Experience
- ✓ Excellent employee engagement from the moment of hire
- ✓ Ensured compliance and reduced risk
- ✓ Preparation for the future through market mapping and deep talent pools
- ✓ Freedom to focus on other strategic imperatives with the full confidence that their Senior talent acquisition needs were being met



If you are interested in a confidential conversation about how Livingston James can help you grow overseas, contact alishaw@livingstonjames.com

“Alistair and Kirsty are the Dream Team.”

Tony Rodgers – Chief Executive Officer